



FOR IMMEDIATE RELEASE

June 25, 2007

## FACT SHEET

### **MAYOR ANNOUNCES POLICE AND LIFEGUARD STAFFING PLANS; BEACH CLEAN-UP SCHEDULE FOR JULY 4<sup>TH</sup> HOLIDAY**

*Staffing Levels Increased For July 4<sup>th</sup>, Including Weekends and Weekdays Immediately  
Preceding and Following Mid-Week Holiday*

#### **POLICE STAFFING AT THE BEACH**

##### ***Anticipated crowds:***

- During summer weekends, normal beach community populations swell to well over double each day. Holiday periods draw even more.
- Last year (2006), the four-day holiday weekend drew 1.4 million people to the beaches and bays.
- In 2005, 1.1 million people visited San Diego beaches over the three-day holiday period.
- In 2007, that number will be less because the holiday falls mid-week. However, increased crowds are anticipated the weekend immediately prior to and immediately following the holiday, with the heaviest crowds expected on Wednesday, July 4<sup>th</sup>.

##### ***Increased police presence throughout the holiday week:***

Beginning Friday, June 29, through Sunday, July 8, the Police Department will increase the number of police officers on duty, above normal staffing levels, in direct proportion to anticipated increases in crowd levels.

##### ***Command Posts:***

The Police Department will have command posts throughout the beach area on July 4th. Each command post will serve two basic functions: provide a centralized location where operations can be coordinated; and deter criminal activity by providing a substantial police presence.

##### ***Primary Command Post on July 4<sup>th</sup>: De Anza Cove***

The primary command post on July 4th will be at De Anza Cove, 2727 De Anza Road. This will be the central point of management for the July 4 holiday. The command post will be up and running at 5am. *NOTE: During the periods of June 29-July 3 and July 5-9, the central command post will be moved to different locations, depending on where activity is heaviest.*

***Smaller command posts on July 4th will be set up at:***

- **Fiesta Island Division** (entrance of Fiesta Island) is responsible for Fiesta Island, the park of East Mission Bay, De Anza Cove and Park, South Shores Park, and Sea World.
- **Belmont Division** (west parking lot of 3000 Mission Blvd.) is responsible for the area within El Carmel Place, south to the Mission Beach Jetty and including Mission Point, Bonita Cove, Mariners Point, Bahia Point, Belmont Park, El Carmel Place and the beaches, surface streets and parks within these boundaries.
- **Reed Street Division** (foot of Reed St.) is responsible for Mission Beach north of El Carmel Place to Tourmaline Surf Park, including the beaches, hotels and residences.
- **Fanuel Street Sail Bay Division** (foot of Fanuel St.) is responsible for the bayside from El Carmel and around the bay, including Sail Bay and Riviera Shores to Ingraham Street. This includes the residences along Pacific Beach Drive and Riviera Drive.
- **Ski Beach Division** (the Ski Beach area across from Paradise Point) is responsible for Crown Point and Crown Point Shores Vacation Isle, along with Ingraham Street south to the Dana Landing and Quivira Basin and Hospitality Point area.
- **La Jolla Division** (1100 Coast Blvd.) is responsible for the beaches and coves of La Jolla, south of Torrey Pines State Beach to the north end of Tourmaline Surfing Park.
- **Ocean Beach Division** (Newport and Abbott) is responsible for the beaches in Ocean Beach including Dog Beach.

***Police Resources Utilized During the July 4 Holiday:***

- Resource Management
  - Beach Command
  - Geographical Field Lieutenant
  - Area Division Sergeants
- Patrol (foot, bicycles, cars, ATV's & boats)
- Vice
- Gang Suppression Teams
- Traffic & Traffic Motors
- Harbor Unit
- Mounted Enforcement
- Air Support
- Traffic SETC's
- Retired Senior Volunteer Patrol (RSVP)
- Cameras & ABLE Downlink

***Joining forces:***

The Police Department has coordinated its preparation for the holiday with the City's Park & Recreation Department, the Fire-Rescue Department, San Diego Lifeguards, Alcohol Beverage Control, and the U.S. Coast Guard to ensure that people who go to the beaches or to Mission Bay during the holiday week have a safe, enjoyable experience.

### **LIFEGUARD STAFFING AT THE BEACH**

- Number of lifeguard towers staffed: 30 (from Ocean Beach to La Jolla)
- Number of lifeguards on duty:
  - Daily from June 30-July 3: 180
  - On July 4: 210
  - Daily from July 5-8: 180
- Hours on Duty:
  - Daily from June 30-July 3: 9:00 a.m. to 8:30 p.m. (some posts open at 8:00 a.m.)
  - On July 4: 6 a.m. until fireworks conclude (approx. 10:30-11:00 p.m.)
  - Daily from July 5-8: 9:00 a.m. to 8:30 p.m. (some posts open at 8:00 a.m.)

### **BEACH AND SHORELINE CLEAN-UP STRATEGY**

The City will employ the following strategy for keeping San Diego's beaches and shoreline parks clean during the busy 4<sup>th</sup> of July holiday and the preceding weekend:

During the period of June 30 through July 5, work crews will staff all the City shoreline parks and beaches and Mission Bay Park from approximately 6:00 a.m. to 6:30 p.m. every day.

#### **Beaches and grassy areas along the beach:**

Approximately 40 team members per day will staff this section.

- All restrooms and trash receptacles will be serviced every two hours.
- Portable toilets (70) will be placed along the City coastline to supplement permanent comfort stations.
- 15 large refuse dumpsters (40 cubic yards each) will be strategically placed adjacent to beach and park sites.
- 32 extra refuse dumpsters will be strategically placed adjacent to beach and park sites.

Trash on the beach:

- Each morning starting at 5 a.m. City crews pick up trash.
- City crews will use heavy equipment each morning to rake and screen the sand.
- Staff will once again offer free plastic bags to beach visitors with the hope that the bags will be filled and left on-site for disposal by City staff.

Post-July 4<sup>th</sup> clean-up:

- On Thursday July 5<sup>th</sup>, it is the City's goal to have all beaches, parking lots, playgrounds areas and restrooms cleared of debris by 10:30 a.m.
- Early in the morning of July 5<sup>th</sup>, City crews begin at South Mission Beach on the South end, and La Jolla Shores on the north, and work toward each other to reach the mid-point at Garnet Avenue by 10:30 a.m.

### **Mission Bay:**

- On Saturday June 30 and Sunday July 1, 25 team members will be on-site from 6:00 a.m. to 2:30 p.m.
- On July 5<sup>th</sup>, approximately 50 City staff members will be on site from 6:00 a.m. to 2:30 p.m. In addition, 23 Urban Corps and Public Service workers will assist.
- At Sail Bay, additional portable restrooms and refuse containers will be placed and serviced throughout the day.
- Thousands of plastic trash bags will be offered to the public.
- Additional large refuse dumpsters will be placed throughout the bay.

The City has 13.5 miles of beaches to keep clean.  
Mission Bay Park includes 4,235 acres of water and land combined.  
The City is also responsible for cleaning 35 coastal view parks along the City coastline.

***Giant cardboard trash bins:*** FreePB.org, a neighborhood organization, will once again be providing 120 biodegradable, very large cardboard trash bins and City crews will be placing them on the beaches. These cardboard trash bins will also have trash bags attached to them for beachgoers to take and use.

***Thousands of trash bags:*** FreePB.org will also be handing out trash and recycling bags all day. Volunteers sporting bright yellow vests will be distributing the bags. They will be stationed at Sail Bay and Pacific Beach, and roving all over Pacific Beach, Mission Beach and Ocean Beach.

During the summer, more than 1,500 trash receptacles will be set out throughout the beaches, Shoreline Parks and Mission Bay Park area. That's 1,000 more than the non-summer months. Last year approximately 130 tons of debris was collected from the beach and bay area over the 4<sup>th</sup> of July weekend. This year it is anticipated that 150 tons will be collected and disposed of.

### **ROADS AND PARKING LOTS**

Beach areas will be packed throughout the week, but especially on Wednesday, July 4, when various permitted fireworks shows will draw larger crowds that will stay later than normal. Plan to arrive early, expect traffic delays, and bring plenty of patience.

Roadways and parking lots will be congested early each day. Parking regulations will be strictly enforced.

- Traffic cones will be in place to close roadways and parking lots, when necessary.
- It is illegal to drive through a cone pattern or to disobey the directions of a traffic control officer. Use common sense and follow the rules.

- If you park blocking roadways, alleys, bike lanes, or fire lanes, you will be ticketed and your vehicle may be impounded.
- If your vehicle is impounded, contact Star Towing at (858) 573-8700.

### ***Bicycles:***

**Bicyclists** must follow the rules of the road. That means obeying all signs—especially posted speed limits along the boardwalk—and traffic control signals that apply to motorized vehicles. Bike riders who violate the law will be cited. **A reminder: it is unlawful to operate a bicycle while impaired by alcohol or drugs; violators may be arrested.**

### ***Pedestrians:***

It is illegal to cross against traffic signals, to jaywalk or to interfere with traffic. Pedestrians will be cited for hazardous violations.

## **RULES AT THE BEACH**

### ***Alcohol at the Beach:***

- Alcohol may be consumed on the sand only, between noon and 8 p.m. Glass containers are not allowed at anytime.
- Kegs are not allowed on July 4 (note: a keg is any container capable of holding three gallons of an alcoholic beverage, such as an Igloo cooler).

### ***Dogs on the Beach:***

- **Dogs** are not allowed on the beach (except Dog Beach in Ocean Beach) between the hours of 9 a.m. and 6 p.m. At all other times, dogs must be on a leash, and owners must pick up after their dogs.

### ***Sitting on the Beach:***

- **Fencing** off areas to be saved is prohibited.
- **Tents** may be erected, but the side flaps must be up. Tents may not be left on the beach overnight to secure a spot for the next day; all unattended property will be collected by Park & Recreation Department employees and taken to Fiesta Island, where it can be reclaimed by its owner. San Diego Police Department will be doing a sweep of the beach area the night before the 4<sup>th</sup> of July to remove any unattended property.
- **Furniture** other than lawn chairs on the beach or in a park is prohibited.

### ***Smoking at the Beach:***

Smoking is not allowed on the beach, on the boardwalk, or in City parks.

### ***Fire Rings:***

- **Fire rings** may not be used after midnight. Use clean wood only (pallets are not allowed because the nails are left on the beach). All fires must be in a fire ring or an approved container, for example, a barbecue grill.

### ***Fireworks:***

- **Fireworks** are illegal throughout the City without a permit.